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Message Text

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INFO OCT-01 EUR-25 ISO-00 EB-11 RSC-01 SS-20 /058 R

66650
DRAFTED BY:DIBA/OER/LUNKOVIC
APPROVED BY: EB/OCA/REP:LHPOMEROY
DIBA/OER/WCARSON
BIC/DEP. ASST. SEC. VAN GESSEL
EUR/CAN: EBROWN
EB/OCA/BR:RSCISSORS
---------- 052481
P 061516Z DEC 73
FM SECSTATE WASHDC
TO AMEMBASSY OTTAWA PRIORITY

UNCLAS STATE 238764

E.O. 11652: N/A
TAGS: BEXP CA
SUBJECT: EXPORT PROMOTION QUESTIONNAIRE

1. COMMERCE OFFICE OF ECONOMIC RESEARCH IN COOPERATION WITH BUREAU OF INTERNATIONAL COMMERCE IS UPDATING AND EXPANDING TWO PREVIOUS STUDIES ON COMPARATIVE EXPORT PROMOTION. SHORT DEADLINE IS REGRETTED, BUT YOUR TELE-GRAPHIC REPLY REQUIRED BY JANUARY 4 TO ALLOW PREPARATION COMPARATIVE REPORT FOR OMB.

2. PUBLICATION DATE OF LAST COMPARATIVE EXPORT PROMO-TION STUDY WAS JULY 1971. WHAT ORGANIZATIONAL CHANGES, CHANGES IN EMPHASIS, REVISIONS, DELETIONS OR ADDITIONS HAVE BEEN MADE IN THE OVERALL EXPORT PROMOTION PROGRAM OF CANADA SINCE JULY 1971? WHAT WERE THE MOTIVATIONS FOR THE CHANGES? DESCRIBE AS FULLY AS POSSIBLE ANY NEWLY INSTITUTED PROGRAMS, OR THOSE PROGRAMS WHICH HAVE BEEN RADICALLY REVISED. HOW SUCCESSFUL HAVE THE NEW PROGRAMS BEEN? HOW HAS THE DEGREE OF SUCCESSS BEEN MEASURED?

3. TO WHAT EXTENT HAVE EXPORT PROMOTION PROGRAMS
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BEEN PLANNED AGAINST GOALS OR PERFORMANCE STANDARS

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CURRENTLY APPLIED TO EACH EXPORT PROMOTION TECHNIQUE AND
FOR OVERALL PROMOTION PROGRAM?

4. ARE PROGRAMS MONITORED AND/OR EVALUATED AGAINST
PREDETERMINED GOALS? HAVE PROGRAMS SUCCEEDED WHEN EVALUATED
AGAINST THESE GOALS? WHAT EVALUATION DATA IS AVILABLE?
IF ANY, PLEASE SUPPLY.

5. ARE REGIONAL, LOCAL, OR CITY GOVERNMENTS ACTIVE
IN EXPORT PROMOTION? WHAT KINDS OF TECHNIQUES ARE USED ON
LOCAL LEVEL? ARE THEY DESIGNED TO COMPLEMENT THE NATIONAL
PROGRAMS? IS THERE ANY COORDINATION BETWEEN EXPORT PROMO-
TION PROGRAMS ON VARIOUS LEVELS OF GOVERNMENT? WHAT KINDS
OF GOVERNMENTAL LINKAGES EXIST FOR EXPORT PROMOTION? ARE
THE REGIONAL AND/OR LOCAL PROGRAMS EFFECTIVE? PLEASE SUPPLY
ANY DATA AVAILABLE ON PROGRAM EFFECTIVENESS.

6. HAS ITC BEGUN TO CHARGE FOR INDIVIDUALIZED
MARKET REPORTS PREPARED FOR INDIVIDUAL FIRMS ON FOREIGN
MARKETS?

7. PLESE SUPPLY ALL AVAILABLE BUDGET DATA FOR THE
PROGRAM FOR EXPORT MARKET DEVELOPMENT. WHAT NEED WAS PEMD
DESIGNED TO FULFILL? HAS THERE BEEN ANY MEASUREMENT OF
THE PROGRAM'S EFFECTIVENESS? HOW WERE EVALUATIONS PER-
FORMED?

8. WHAT INFORMATION IS AVAILABLE ABOUT ASPECT OF
PEMD WHICH PERMITS SMALL TO MEDIUM SIZED COMPANIES TO
JOIN TOGETHER IN CONSORTIA TO SELL ON EXPORT MARKET? TO
WHAT EXTENT HAS THIS OPTION BEEN UTILIZED?

9. NEWS REPORTS INDICATE A CANADIAN DRIVE UP TP
AVERAGE LEVEL OF LABOR INTENSITY OF CANADIAN GOODS BEING
EXPORTED TO JAPAN. PLEASE ELABORATE IF THESE REPORTS ARE
ACCURATE. HOW HAS DRIVE BEEN CONDUCTED?

10. PLEASE SUPPLY ALL AVAILABLE DATA ON THE ALBERTA
EXPORT AGENCY, EXPECIALLY PROGRAM'S POWER TO PURCHASE OR
TAKE TITLE TO GOODS AND TO ACT DIRECTLY IN THE CAPACITY
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OF SELLER OR EXPORTER.

11. IT SEEMS THAT THERE ARE NUMEROUS INCENTIVES FOR
EXPORTING OUTSIDE THE UNITED STATES. ARE THERE ANY
PROGRAMS DESIGNED EXCLUSIVELY FOR INCREASED PENETRATION OF
THE U.S. MARKET?

12. IS A SHORT-TERM EXPORT FINANCING PLAN

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CALLED ONTARIO EXPORT SUPPORT PROGRAM STILL IN EXISTENCE?
HAS PROGRAM BEEN EXTENSIVELY UTILIZED? IS THIS PROGRAM
COORDINATED IN ANY WAY WITH CENTRAL GOVERNMENT EFFORTS?

13. PLEASE SUPPLY ALL AVAILABLE INFORMATION ON PPBS
PLANNING AND EVALUATION FOR EXPORT PROMOTION, INCLUDING
SPECIFIC GOALS AND ANY EVALUATION DATA FOR
BROAD PROGRAMS AND DETAILED COUNTRY PROGRAMS. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973STATE238764
Document Source: CORE
Document Unique ID: 00
Drafter: DIBA/OER/LUNKOVIC
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731240/aaaabdow.tel
Line Count: 123
Locator: TEXT ON-LINE
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 21 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21-Sep-2001 by thomasv0>; APPROVED <18 MAR 2002 by izenbei0>
Review Markings:

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US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EXPORT PROMOTION QUESTIONNAIRE
TAGS: BEXP, CA
To: OTTAWA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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